

Hubungan Pengetahuan dengan Sikap terhadap Pemilihan Keamanan Kosmetik Herbal Berdasarkan Aspek Kehalalan pada Masyarakat Kota Yogyakarta

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INTISARI

Latar Belakang: Kosmetik herbal banyak diminati karena aman, cocok untuk semua jenis kulit, harga terjangkau, dan efek samping yang kecil. Dalam pemilihan kosmetik herbal perlu memperhatikan aspek kehalalan terutama bagi muslim. Kurangnya pengetahuan menyebabkan banyak muslim yang belum menyadari bahwa kosmetik juga perlu mempertimbangkan produk berlabel halal meskipun telah mengonsumsi makanan dan minuman yang halal.

Tujuan: Mengetahui tingkat pengetahuan, sikap, dan hubungan pengetahuan dengan sikap terhadap pemilihan keamanan kosmetik herbal berdasarkan aspek kehalalan.

Metode: Metode deskriptif analitik dengan desain *Cross Sectional*. Pengumpulan data menggunakan teknik *convenience sampling* sebanyak 120 sampel menggunakan kuesioner. Data diolah dengan *Microsoft Excel* secara univariat dan *software SPSS* secara bivariat menggunakan *Chi-square* dan uji *Spearman*.

Hasil: Masyarakat memiliki tingkat pengetahuan sangat baik sebesar 65% dan sikap positif sebesar 94,2%. Selain itu, didapatkan nilai *correlation coefficient* sebesar 0,055 menunjukkan hubungan yang sangat lemah dengan arah positif dan nilai $0,549 > 0,05$ menunjukkan bahwa H_0 diterima sedangkan H_1 ditolak yang bermakna tidak terdapat hubungan yang signifikan antara pengetahuan dengan sikap.

Kesimpulan: Pada penelitian ini masyarakat memiliki pengetahuan yang sangat baik dan sikap yang positif serta tidak terdapat hubungan antara pengetahuan dengan sikap terhadap pemilihan keamanan kosmetik herbal berdasarkan aspek kehalalan.

Kata kunci: Halal, Herbal, Keamanan, Kosmetik, Pengetahuan, Sikap

The Relationship between Knowledge and Attitudes on the Selection of Herbal Cosmetic Safety Based on Halal Aspects in the Community of Yogyakarta City

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ABSTRACT

Background: Herbal cosmetics are in great demand because they are safe, suitable for all skin types, affordable prices, and small side effects. In choosing herbal cosmetics, it is necessary to pay attention to the halal aspect, especially for Muslims. Lack of knowledge causes many Muslims to not realize that cosmetics also need to consider products labeled halal even though they have consumed halal food and drinks.

Purpose: Knowing the level of knowledge, attitudes, and the relationship between knowledge and attitude towards the selection of herbal cosmetic safety based on the halal aspect.

Method: Analytical descriptive method with Cross Sectional design. Collecting data using convenience sampling technique as many as 120 samples using a questionnaire. Data were processed univariately using Microsoft Excel and bivariate SPSS software using Chi-square and Spearman's test.

Results: The community has a very good knowledge level of 65% and a positive attitude of 94.2%. In addition, a correlation coefficient value of 0.055 was obtained, indicating a very weak relationship in the positive direction and a value of $0.549 > 0.05$ indicated that H_0 was accepted while H_1 was rejected, which means that there is no significant relationship between knowledge and attitudes.

Conclusion: In this study, the community has very good knowledge and a positive attitude and there is no relationship between knowledge and attitudes towards choosing the safety of herbal cosmetics based on the halal aspect.

Keywords: Attitude, Cosmetics, Halal, Herbal, Knowledge, Safety,